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Abstract of the Disclosure

Product is printed in a combined printing process with two ink systems. The printing material is first printed with a solvent-based or radiation-curing ink and then with at least one offset-typical ink. The printing machine for the inline implementation of the novel process is a hybrid press, having a flexo printing unit and a downstream offset printing unit. A UV, electron-beam or air-stream dryer is integrated into the flexo printing unit, or a UV, electron-beam or air-stream drying unit is arranged between the flexo printing unit and the offset printing unit.